



HOW STYLES DO CHANGE

But we never get shop-keepers on our hands. When new and in style we put

The Giant Powder of Low Prices

Under and blow them out. Mighty Dollar Mutiny—Old Time Credit Methods all dead. See what

\$1.50

In Live Money will do with us.

ROANOKE SHOE CO.,

Spot Cash Money Savers,

13 Jefferson Street, ROANOKE, VA.
5 Salem Avenue.



Isn't It Delightful

TO SIT ON A SHADY PIAZZA IN A COOL AND COMFORTABLE BIG EASY CHAIR—ONE OF THESE \$2.00 CHAIRS OF OURS, FOR INSTANCE. JUST AS CONVENIENT AND COMFORTABLE INDOORS AS OUT—ALWAYS SERVICEABLE AND COOL. YOU MIGHT DROP IN AND LOOK THEM OVER IF YOU'RE DOWN THIS WAY. THEN WE HAVE OTHERS THAT ARE PRETTIER FOR A TRIFLE MORE.

VERY TRULY YOURS,

Cincinnati Instalment Co.,
Salem Ave. and Commerce St.

"Gold and Silver"

Call and see our latest Campaign Design. A Catchy Novelty.

HUNTER & CO.

127 Salem Avenue S. W.

'Phone 198.

Roanoke College,

SALEM, VA.

COURSES FOR DEGREES, WITH ELECTIVES: high standard. Also, Commercial and Preparatory Courses. Library 20,000 volumes. Working laboratory. Good morals and discipline. Six churches; no barrooms. Healthful mountain climate. Very moderate expenses. 4th year begins September 16th. Catalogue, with views, free.

Julius D. Dreher, President.

FIRST CLASS BOARD AND MEALS

SERVED AT ALL HOURS AT

Mrs. A. S. Ross's, No. 94 Norfolk Ave. S. E., in front Passenger Depot.

Rates per day, \$1; or \$15 per month. Hot and cold baths at all hours; also keep on hand a first-class stock of fine Cigars, Tobacco and Candies.

7 10 11

JERSEY DAIRY CO.

WILL DELIVER PROMPTLY TO ANY PART OF THE CITY.

FRESH MILK, CREAM, BUTTER AND BUTTERMILK.

Special attention given to Ice Cream and Water Ice.

ANDY J. HUFF, Manager.

7 12 11

'Phone 38.



Is it Worth While

To spend your money for Posters, Circulars, Cards or Office Stationery—unless the printing is carefully and thoughtfully done, in a business-like manner?



264,000 Sheets per Day

Is about the capacity of our press room. We are quite sure it's equal is not to be found in the State.

Our Facilities

Are kept right up-to-date. The best is none too good for our customers.

We Have Done More Printing

In the past few months than in any similar period of our history. We have more facilities.

The Stone Printing and Mfg. Co.,
NEW, L. STONE, President. ROANOKE, VA.

COMING AND GOING

Mrs. S. A. Taylor, mother of Capt. R. F. Taylor, of the Roanoke Machine Works Guards, is spending the summer with friends in McKeesport, Altoona and other Pennsylvania towns.

Mrs. Dave Freeman and daughter and two sons, of Galveston, Tex., are registered at Hotel Roanoke.

W. W. Brown, of Lynchburg, was in the city yesterday.

Mr. and Mrs. W. C. Cleveland, of Greenville, S. C., are guests at Hotel Roanoke.

E. H. Russell, of Glade Spring, is a guest of the St. James.

C. W. Hunter, Jr., of Richmond, a brother-in-law of J. Payne Thompson, was in the city yesterday.

Miss Berta Conner is spending a few days with friends in Salem.

T. S. Vanhorne, of New Jersey, is in the city and attended the funeral of his little grand-daughter, Hilda Leigh Meadows.

C. B. Camper, editor of the Finest Herald, is in the city on business.

Homer G. Hogan returned yesterday from a two weeks visit to friends in Bedford. He has almost entirely recovered from the injuries received at the shops with the exception of his mangled hand.

A. S. Meacham went to Elkhorn, W. Va., yesterday.

Geo. C. Ellis, of the firm of Ellis Brothers, returned yesterday from a trip to Eastern Virginia.

Sheridan Ward, who has been at Saltville for several months past, is visiting friends in the city.

F. A. Lovelock returned yesterday from Circleville, Ohio, where he judged the stock at the Circleville fair.

Mrs. Syl C. Jones and daughter, Mrs. S. E. Bonsack, are visiting friends in Bedford county.

RATIFICATION.

The Bryan-Sewall Club Held a Successful Meeting.

The Bryan-Sewall Democratic Club held a ratification meeting last night in the city hall, and notwithstanding the oppressive heat quite a good crowd assembled to do honor to the great young Ne-

braskan, who is leading the silver forces and to hear the issues discussed. There are now about 400 members of the club. The meeting was called to order by President W. O. Hardaway, who introduced Judge A. J. Brand, who spoke for about a half hour in a most forcible and logical manner. The greatest enthusiasm prevailed and every mention of Bryan's name was cheered to the echo. At the close of Judge Brand's speech ex-Mayor Jones offered the following resolutions, which were unanimously adopted:

"Resolved, That we, the members of the Bryan-Sewall Club, of Roanoke, Va., most heartily approve and endorse both the platform adopted and the candidates selected by the national Democratic convention at Chicago, and pledge the nominees of that convention our enthusiastic support."

"Second, That our representative, Honorable Peter J. Otley, has made a faithful and efficient representative, who deserves the unanimous nomination conferred upon him by the Democratic convention recently held at Bedford, and to whom we gladly pledge our best efforts to secure his re-election to Congress."

"Third, Believing that the present unhappy condition of our country can only be attributable to the pernicious financial policy that has been pursued, we cordially invite all good citizens, regardless of former political affiliations, to unite with us in the support of the Democratic ticket, which will give us relief from corporate greed, plutocratic oppression and the tyranny of gold monometallism."

After the adoption of the resolutions, loud and continued cries for Jones were made, and he was almost forced to make a speech. He paid a high tribute to the character of Wm. J. Bryan and in a few well chosen words excused himself from further trespass on the time of the other speakers for the occasion.

Chairman Hardaway then introduced Capt. W. W. Berkeley, who discussed the issues and the platform in a brief and very able manner.

Capt. Berkeley was then followed by Police Justice Thomas M. Wood, who delivered the closing address. His speech was logical and convincing. The whole meeting was one calculated to arouse enthusiasm among the people.

With our ironing department on the second floor out of the way of the dust, and with plenty of steam from our new boiler, we are now prepared to do better work than ever at the Radford Steam Laundry. Try us.

PAY-DAY BARGAINS ALL THIS WEEK.

AT DOMESTIC COUNTER.

The celebrated Lancaster Mills Gingham, in small and medium staple styles (commonly called apron checks) in every color and style, the best Gingham in the market, to go Bargain Week for only 5c a yard.

The justly celebrated Barker Mills Bleached Muslin, full yard-wide, about same weight as "Fruit of the Loom," regular price is 8c, to go Bargain Week for only 6 1/2c.

Balance of stock of best 10c Percales to go this week for only 8c per yard.

2 1/2c per yard, a large lot of pretty dainty Scotch Lawns. These are 27 inches wide and the finest grade lawns ever put upon the markets for 5c in the regular way. Our bargain price only 2 1/2c.

8c per yard, our entire line of the finest regular 36 1/2c Dimities, Organdies and Duchesses. These include all the Persian and Dresden Patterns and all the Linen effects. Not a yard of these has before been offered for less than 12 1/2c. Bargain week price, 8c.

12 1/2c per yard, one lot fine Silk Striped Chalmers in the exquisite and extremely popular Persian designs—marvels of beauty—very desirable for a Dressy Waist or Dainty Wrapper. Actual value 25c. Pay-day bargain price only half, 12 1/2c.

3 1/2c per yard, 1,600 yards of Good Bleached 36 1/2c Twilled Crash for cup towels, dish cloths, towels, kitchen towels, glass towels, or any other name you may wish to give it. Worth everywhere else 5c a yard. You can get a whole 25-yard bolt for 87 1/2c. By the way, we have lots of good things in all kinds of Towelings at 5c, 6 1/2c, 8c, 10c and 12 1/2c per yard.

7 1/2c per yard, 1,250 yards fine grade Nainsook Checks, in the pretty, small and medium checks, so desirable for little people's wear. This lot represents the best 10c Nainsook Checks in Roanoke. Marked down for pay-day week to 7 1/2c.

9c and 11c per yard, two lots of first-class Indigo Blue D. N. for Overalls. We can assure our friends that these two lots represent values seldom if ever found in this class of goods.

50c per pair, about twenty pairs of Lace Curtains, three yards long, just about what other dealers will charge you 50c for. We have many things of special value in this department which lack of space forbids mentioning here. Ask to see "Bargains in Lace Curtains."

25c each, 60 heavy opaque Spring Roller Window Shades in a dozen different colors, value everywhere 42c each. Our price 25c each. 30 best grade Shades, with a nice linen fringe across the bottom, only 37 1/2c each.

39c per yard, Fine Black Corduroy, that was taken from the N. & W. wreck, all in perfect condition, actually cannot be bought at regular value for less than 75c. We are selling it every day for Ladies' suits, (skirt and jacket). It is the "wad," you know, just now in the larger cities. All the men want it for bicycle breeches. The boys want it for pants they can't wear out. Only 39c.

12 1/2c big lot of the new White Belfast Duck. We also have about twenty pieces more of that elegant White Duck at 10c to supply next week's demand.

\$1.98 per dozen, twenty dozen large Dinner Napkins, full A. size, very fine linen and beautifully finished. By comparison at other stores you will be convinced that these would be good value at \$2.75 per dozen. By the way, you just ought to take a look at our new line of Napkins. There are many special values.

FANS! KEEP COOL!

Our big stock of Japanese Folding Fans will go at almost "give away" prices:

At 2c each, balance of 4c and 5c ones.

At 3c each, all the 10c, 15c and 17c ones—black and color.

At 12 1/2c each, the magnificent line of 25c ones.

DRESS GOODS.

Prices in this department have been terribly wrecked. Goods must and will be moved to make room for early fall stock.

19c One lot 54-inch Half-wool Bicycle Suiting; really cheap at 25c; from the N. & W. wreck; only 19c.

25c One lot 52-inch absolute all-wool Dress Goods. Never before known less than 50c. We make the price just one-half, 25c; a great bargain.

25c One lot all-wool Novelty Dress Goods. Never before less than 30c; also one lot Beige Dress Goods, that pretty mixed goods like your grandmamma used to wear, always sells at 50c; all nice, clean stock; now only 25c.

33c One lot Silk and Wool Dress Goods; also one lot pretty little checked French Serges for children's wear; all 40 inches wide. Nothing in the line ever sold for less than 50c before, now 33c.

SUMMER BLACK GOODS.

Balance of those pretty Black Dotted Swisses to be cleared away; 55c ones for 25c; 55c ones for 20c.

Black Organdie, 2 yards wide; 50c grade reduced to 30c; 62 1/2c grade reduced to 45c.

Fast Black India Linens, 11c and 12 1/2c. Black Checked Muslins, to close, 7 1/2c.

FOR MEN ONLY.

One lot finest grade French Balbriggan Shirts and Drawers, 50c; former price \$1 to \$1.50 apiece. Drawers in sizes 30, 34, 36 and 38; Shirts 34, 36 and 44. This lot of \$1 and \$1.50 Shirts and Drawers to be liquidated at only 30c apiece.

One lot fine Checked Nainsook Drawers, cool and elegant for warm weather wear. Sizes 30-31, 33-32, 42-31, 44-32. These have never been sold for less than 50c a pair. To be closed out at only half price, 25c a pair.

Twelve dozen pairs "The Wizard" Cuff Holders, the best cuff holder in the world, to be sold for 7c a pair.

Gents' Silk Garters, in all colors, only 10c a pair. Worth 20c.

At 35 cents per dozen, or 19c per half dozen, about fifty dozen more Gents' 4-ply Linen Collars; all clean and in good condition; actual value \$1.50 per dozen.

At 12 1/2c each, one lot Men's Fine Polished Tan Leather Belts. The best 25c kind.

TRUNKS AGAIN.

We have just received another great cargo of Trunks—the kind that are put together to stay. The pretty part about our Trunk business is our prices. You would be amazed to know how many Trunks we sell—more than all the other dealers combined. Our prices do it. We deliver them to all parts of the city free.

TOILET PAPER.

1,000 rolls Perfumed Roll Toilet Paper, high grade, medicated, only 5c a roll or 55c a dozen rolls.

Ten cases pure Manila Tissue Toilet Paper in packages, 5c a package, or 50c per dozen packages.

MISCELLANEOUS.

One lot Bureau and Tidy Scraps, value 25c per yard; from the N. & W. wreck; only 10c.

Beautiful Japanese Gold Printed Draperies, 12 1/2c; worth 19c.

One piece Pink Drapery, gold printed, slightly damaged, 7c per yard.

27-inch Domest Flannel, looks like double-faced Canton—nice summer weight—only 4c.

32-inch Lonsdale Cambric, worth at other stores 8c, for 5c.

12 dozen (all in stock) Bleached Bath Towels, good at 8c, to go for 5c each, or 6c a dozen.

WATT, RETTEW & CLAY.

THE BUGLE CALL!

BARGAINS GROWING GREATER!

THE TRUTH REALIZED!

Enthusiastic Hundreds Testify

To the truth of my announcement. I will vacate the store and close the business by October 1st. Every visitor entranced by the marvelous bargains secured. There is a pronounced reason for my doing more than my customary amount of business. It lies in the fact that I do not intend to move one dollar's worth of stock, and positively intend to vacate the store October 1st; and to accomplish this end I am enlivening the business with bargains so strong, so stimulating, so full of money-saving, that every

one feels a decided personal interest to secure some of them. The desire to close this business October 1st grows stronger over me, and though it is not characteristic to keep business increasing in mid-summer, yet day after day my sales grow larger, because the bargains grow bigger—showing the fact that the good people of Roanoke and the surrounding section are securing Bargains in Clothing and Furnishing Goods unapproachable in the history of our city. It is a fact that I offer better goods for less money than any other store in the city of Roanoke. Call and inspect the goods.

NOTE THE FURTHER REDUCTION IN PRICES:

The celebrated Keiser Imported Collar. Sold in this city and all over the United States for 25c. Our closing price, two for 25c.

Twenty-five dozen Rex brand Cuffs, link and plain, always sell for 20c per pair. Our closing price, 11c per pair. Not more than six pairs to each purchaser.

Seventy-five Boys' Suits that sold for \$2.50, \$3, \$3.50, \$4 and \$5—sizes 4, 5, 6, 7 and 8. Our closing price, \$1.10.

Five dozen celebrated Grachten Oil Tan Winchester Gloves—the \$1.25 and \$1.50 quality. Our closing price, 63c. All sizes.

"E & W." Collars, with name extracted. Sold everywhere for 25c. Our closing price 10c. Not more than eight to one purchaser.

Thirteen dozen White Silk Initial Handkerchiefs that sold for 50c each. Our closing price, 25c.

The celebrated Eclipse Shirts, lot No. 631, that sell in this city for \$1 and \$1.25. Our closing price, 63c.

Fifteen dozen Black and Tan Half Hose, the regular 20c quality. Our closing price, 9c a pair. Not more than six pairs to each customer.

The celebrated Manhattan Shirts, plain and pinstriped—the \$1.50 quality. Our closing price, 85c.

About thirty dozen Men's French Balbriggan Shirts—the regular 40c quality. Our closing price, 23c.

Twenty dozen Men's and Boys' Teck Scarfs that sold for 25c and 35c. Our closing price, 17c.

Thirty-five Valises that sold for \$2, \$2.50, \$3 and \$4. Our closing price, \$1.98.

Fifty Boys' Long Pants Suits that sold for \$4, \$5 and \$6. Our closing price, \$3.95.

Thirty-five dozen Men's Handkerchiefs—the 15c quality. Our closing price, 9c.

150 pairs Men's Trousers that sold for \$1.25, \$1.50 and \$2. Our closing price, 77c.

100 Men's Suits that sold for \$23 and \$25. Our closing price, \$9.75.

100 Men's Suits that sold for \$8, \$10 and \$12. Our closing price, \$4.75.

100 Men's Suits that sold for \$14, \$18 and \$20. Our closing price, \$6.75.

Come With the Crowd, Come where Clothing prices are unmatched. It means more work and less pay for me, but I am satisfied, that is, I must be. No reward to dealers to attempt to imitate this announcement—which is every word truthful. Extra salesmen on hand, so every one can be waited on.

28 Salem Ave.

JOSEPH COHN.